

More than 8 million people—that's how many the U.S. Census says there were in New York City in 2006, and how many potential readers, listeners, and viewers heard about **We Can!™** during an announcement connected to the program on October 23, 2009.

That event in Manhattan made the news in 13 New York media—including the Wall Street Journal, NY1 Television and CBS radio affiliate—and 10 outlets elsewhere. Check out the full story on the event below.

But that's not all. The week prior, **We Can!** received nearly 2 million media impressions in Houston, Texas during an event that profiled **We Can!** in conjunction with Tab Ramos. The Olympic soccer star visited a diverse audience at Neighborhood Center Inc.'s Culture Fest, where he spoke to kids and parents about the importance of eating right and staying active. Tab also showed off some of his skills to interested participants in mini-clinics at the event. Tab will be visiting other **We Can!** sites in a few locations across the country in the upcoming months, talking with communities about the importance of eating right, being physically active, and reducing screen time.

That brings **We Can!** media coverage to nearly 34,000 hits in national and local print, television, radio, and online media with an estimated reach of over 690 million.

From the Big Apple to the Bayou—\$838,000 Grant to Children's Museum of Manhattan Goes Beyond Manhattan

Can the core messages of **We Can!™**—to eat nutritiously, be more physically active, and spend less time in front of the TV or computer screen—be communicated effectively to young children?

That's a question that the Children's Museum of Manhattan (CMOM) and its partners—part of the **We Can!** movement since 2008—are about to answer by adapting the **We Can! Energize our Families: Parent Program** to parents and children ages 2-5, blending the program's scientific content with art and creativity. As you know, **We Can!** was created to provide science-based resources to the parents and caregivers of children ages 8-13.

The adaptation and testing are made possible thanks to a generous and prestigious three-year National Leadership grant of \$838,000 from the Institute of Museum and Library Services (IMLS). The IMLS is the primary source of federal support for the nation's 123,000 libraries and 17,500 museums.

The award was announced at a press conference at CMOM, on Friday, October 23. U.S. Department of Health and Human Services (HHS) Secretary Kathleen Sebelius; Elizabeth G. Nabel, M.D., Director of the National Heart, Lung, and Blood Institute (NHLBI); New York Mayor Michael Bloomberg; and other notables took part in the announcement.

"As childhood obesity rates continue to threaten the health and well-being of our nation's children, local and national leaders are seeking innovative ways to foster healthy eating and physical activity habits that last a lifetime and can help prevent or lower the risk of overweight and obesity. The NIH applauds CMOM's efforts to help blend the scientific content of our **We Can!** messages with the Museum's deep understanding of early childhood learning and its ability to engage with families and community partners," said Dr. Nabel.

Using **We Can!**'s core principles as a basis, CMOM's *Early Childhood Obesity Prevention* project will tailor the program to younger children, exploring the connection between nutrition, physical activity, and the importance of sleep and a healthy immune system in achieving complete health and wellness. The grant will also support the creation of a new exhibit to reinforce **We Can!** messages.

The adapted program will run at the East Side House Settlement public-housing facility in the Bronx, and then in New Orleans in partnership with the Louisiana Children's Museum.



We Can! Portion Control Demonstration at CMOM.

Media Coverage

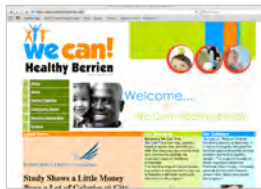
We Can! Healthy Berrien Uses Local Media to Expand Its Program throughout Michigan

We Can! Healthy Berrien is not only **promoting** movement in Berrien County, MI, they are **creating** a movement. Lakeland Regional Health Center, a **We Can!** County site since January 2008, is using local media to spread the **We Can!** word throughout the state.

According to site leader and dietician Pamela Kurtz, Michigan is among the top ten most overweight states, and Berrien County is the second largest county, and Berrien County ranks second in this issue among Michigan counties.

"Only as a community can we begin to make a difference and turn around the obesity epidemic," said Kurtz. "However, we are not going to be able to change obesity in Michigan with just one program; so we are getting our name out, putting it on everything, and hoping that eventually it will catch on!"

And it has caught on. **We Can!** Healthy Berrien has won media coverage from the *Herald Palladium*, the *South Bend Tribune*, and other local newsletters and publications. Additionally, Kurtz was recently invited to speak about the **We Can!** program on "In the Spotlight," a local radio show.



In their efforts to raise awareness and credibility for the program, the site recently launched its own Web site. The new Web site is a one-stop-shop for people who want to learn about **We Can!** in Berrien, and enroll in one of the three **We Can!** Healthy Berrien parent/child programs. For more information on the program and the classes, visit <http://wecanhealthyberrien.net>.

Volunteer State Media Give We Can! Print and Broadcast Boost in Knox County, TN

Tens of thousands of Knoxville, Tennessee, residents who turned on their local CBS television affiliate (WVLT) in mid-September had a chance to hear about how some Knox County families are trying to maintain a healthy weight through **We Can!**

The station ran a report about the nearly 40 percent of children in Knox County who are overweight or obese, and then profiled efforts by the Knoxville Area Coalition on Childhood Obesity and its partners to reduce that number. East Tennessee Children's Hospital, a **We Can!** Community Site since 2008, is the driving force behind the coalition and was instrumental in making Knoxville and Knox County a **We Can!** City/County.



"The latest **We Can!**-oriented initiative was a joint effort by our local SUBWAY® restaurants, the Junior League of Knoxville, and Knox County Schools," said Coalition Coordinator and **We Can!** site leader Eleanor Stevens. "Local elementary schools and restaurants sold special **We Can!** wristbands in SUBWAY® colors, which gave students a dollar off of a SUBWAY® FRESH FIT FOR KIDS™ Meal through Oct. 15. It's a great way to bring greater awareness of **We Can!** in our community."

As you may recall, **We Can!** and SUBWAY® Restaurants announced their partnership at a P.E.P. (Play more, Eat right, and Push away the screen) Rally in Washington D.C., on March 25. The launch marked SUBWAY®'s commitment to helping promote **We Can!** nationwide through a joint marketing campaign integrating **We Can!** messaging and logo on doors, menu boards, and point-of-purchase materials at local SUBWAY® restaurants; **We Can!** promotion through Scholastic's *Parent & Child* magazine, and on both Scholastic's and SUBWAY®'s Web sites; \$50,000 in funding for **We Can!** community-site trainings; and more.

The Junior League will use the proceeds to fund grants for childhood obesity programs through Knoxville schools and organizations, many of which have **We Can!** programming in place already.

But that's not all. Stevens tells us of another **We Can!**-related effort getting coverage in Knox County. On September 18, the *Knoxville News Sentinel* ran a story on Knox County's Hardin Valley Elementary School, which is running a "Family Fitness Challenge" based on **We Can!** materials. The newspaper's more than 111,000 readers were able to read about the program's launch and its activities—led by a nutritionist and a physical education teacher—on the front page of the paper's *Get Active* section and also online.

To take a look at the WVLT story, cut and paste the following link:
<http://www.volunteertv.com/health/headlines/59267142.html>



National Heart, Lung, and Blood Institute
National Institute of Diabetes and Digestive and Kidney Diseases

Eunice Kennedy Shriver National Institute of Child Health and Human Development
National Cancer Institute